

**Americas Regional Council  
Communications Committee Meeting Minutes  
Thursday, November 17, 2011  
2:00 – 3:00 p.m. Eastern Time**

**In attendance:** Wilbur Stolt, Stuart Bodner, Teresa Byrd, Lorraine Haricombe, Oleg Kreymer, Lisa O'Hara, Bev Obert, Lynn Baird, Kate Gaylord, Suzanne Lauer, Sara Mudd

**Excused:** Susan Barnes Whyte, Helen Fried, Gwen Ebbett, Robert Shupe

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**Call to order:** Wilbur

**Welcome and Roll Call:** Wilbur

**Minutes from last meeting:** Approved.

**Global Council Meeting report – Wilbur:**

- It is no surprise that the Council sees communication as a key success to reaching members. Communications continues to be identified as an issue in all 3 regions. The GC communications task force report (and recommendations) was presented in summary and a motion to create a Communications committee was approved and will be created within the year. All regions are approaching their communication issues differently. EMEA has set up a communications committee as well, and they have approached Wilbur to share best practices from the ARC.
- Oleg: positive development that a Communications Committee for Global Council will be formed. Not clear the extent of the integration of the communication activities between GC and ARC. The report that was released and presentation highlighted all of the complexities, and the table discussions afterwards allowed for much discussion. The new OCLC website will expand the communication channels. One disappointment to him, topics were pretty much the same (membership, how membership should be involved, etc.) which was perceived as being continuing, unresolved issues. Oleg looking for more opportunities and 'action items' with membership issues.
- Wilbur: one of the recommendations: having a membership directory, people were thinking this would be on a personal level rather than institution. It will be interesting to see how this develops—how Council and OCLC view membership. Kate: Membership communication issue came up in a meeting yesterday with George Needham, Kate and Janet Hawk who discussed how to make this happen.
- Oleg: will there be an opportunity to tie the activities of this committee to development of the OCLC website. Kate replied that members will be involved in the requirements of the new membership web pages.
- Wilbur: One outcome from the Global Council meeting was the development of a standing communication committee to Global Council. Wilbur put in recommendation to the ARC EC that it would be good idea to have someone from this committee on the GC Communications Committee as well. Kate: George Needham said it will be up to the GC to form the Committee; but this is time when suggestions can be given to that committee. Opportunity for Wilbur to forward suggestions to the GC Committee is now.
- **Action:** Kate will advise the Committee members the link to presentations and video archive from the November Global Council meeting.
- **Action:** Anyone interested in participating in the GC communications committee should forward message to Wilbur.
  
- Oleg: enjoyed the 2 presentations on WMS and WC Local (on Wed) of GC meeting. OCLC and Council should be more pro-active in member awareness. Engaging cultural institutions more into OCLC was voiced and Oleg saw this as a positive sign. Round table discussions were most interesting and getting a

good mix of institutions was a positive experience. Looking forward to OCLC drawing conclusions from these discussions. Looking forward to more active solicitation from libraries at GC.

- Wilbur's observations: there was more engagement of members via table discussions for exchange of ideas at this GC meeting, providing feedback to SLT and OCLC leadership and Board was good. Membership is making a difference and he hopes this continues.
- Lisa: similar thoughts /comments as Wilbur. Good GC meeting!

#### **ARC Meeting at ALA/ ARC Ambassadors:**

- There was much discussion about how to create balance at meetings and large conferences. How do we make sure there is a mix of updates and time for interaction, to get feedback as to what people want to see at these meetings? Theresa pointed out that it is important to get a compelling speaker and agenda so people have a reason to come, since there are other meetings happening on Friday afternoon at ALA. Teresa: we know we can get people energized. They come to meeting following a good speaker, and if they know they can share their thoughts and share w/OCLC—they will come. Oleg: if the majority of major libraries across country are attending.. can we reach out to those institutions with a message... to promote topics, say... 'your feedback is needed'—suggested forum to receive feedback.
- The agenda will include updates from ARC and from OCLC (these will NOT be talking heads as in past, but updates on TFs and maybe some OCLC strategy (45mins-1hr), breakouts, then Symposium speakers, breakouts, reception with Board and OCLC SLT. Symposium speaker: Sara Lacy – senior editor at "TechCrunch." (blog for developers). Book: "Brilliant, Crazy, Cocky." Bringing sustainability into it... bring conversation about sustainability back to the group.
- Wilbur asked if everyone had seen the Member Update 'save the date' email - Teresa didn't receive. Wilbur said he thinks we are hitting a stride now, to know what people want to see/hear at these meetings. Kate asked everyone to send the 'save the date' info to their listservs, discussion groups, etc. Wilbur: where do the 'save the date' cards go? What sort of email list does OCLC have? Sara: we have about 60,000 contacts that the 'save the date' message went to. Kate: once we know what the agenda is, we can 'frame' the list around that; send to listservs, etc and asked Committee members to be direct communication channels as well. Will communicate so that we attract people.
- Teresa: a giveaway is a good idea; would a prize help? Kate liked idea of prize, but we don't have much of a budget. Think about what we could giveaway. Teresa: How about a Kindle Fire? Suggestion: a meeting she attended where everyone was asked who was on row x, seat x, --you get a prize. People were energized. Is there a way to be more creative and engage people? Oleg: might be a mixed message of a 'marketing' concept and have a negative connotation to it.
- Stewart: From past meetings, a successful component was using the clicker devices to vote. Actually come to vote on something. You will get a chance to vote on something and be part of the process. Wilbur: clickers are good idea to let people have a 'voice'. Outcomes and deliverables are important Lynn: devices will allow anonymity. Lorraine: Give them a real reason to vote. A real example is the record use policy. Give people a chance to shape policy and make a real decision. Can we reach out to institutions and say this is what OCLC is doing. This is what ARC is doing at ALA. Your feedback is needed on specific issues. Kate: great idea. We can do this. And we have a few issues that we could get people to "vote" on.
- Kate: all of these suggestions are good and will be taken into account when creating agenda
- Kate reminded the group that the other piece of the ARC meeting will be the social time – the pre meeting greeting and reception. These elements were added because the suggestion came from this group. It gives the ARC Ambassadors more visibility to other OCLC members. And every table should have an ARC Ambassador, Board member, OCLC staff.
- Bev: Will we have registration info before the meeting? Kate: yes, we will have this list and we do use the registration lists to craft msgs to solicit attendance.

#### **OCLC Booth**

- Stuart: what is the message we want to convey at ALA? What can we give to people while at the booth to gather info from people? ID cards were swiped at booth; lead cards filled out. Kate: at the last ALA, Bev had the idea of scanning ID cards of anyone interested in the ARC. You all collected 52 names so we could send them messages post ALA. Kate: we have 2-venues to do talk to members at ALA: the OCLC booth

and ARC meeting. How will attendance be at Dallas? We need a good message and good agenda to get people to come to ALA; look at mktg materials; giveaways (?) – we need to have a good reason as to ‘why’ we are giving things away—don’t want to appear ‘gimmicky’ . Lynn asked for talking points to make sure that any ARC volunteer at the booth can answer questions from members. Kate said we will have those before ALA.

#### Ambassador Discussion

- Kate: Ambassador “Nametags” have been made. Not just to wear at ALA /ARC meetings, but anytime you are representing the ARC. You could wear them at regional conferences, etc. Wilbur: good recognition at GC for work that has been done by Ambassadors at OCLC booth at ALA.
- Wilbur asked if we are we going to have Ambassadors ‘self-identify?’ As a GC delegate or ARC committee member, you are an Ambassador! Wilbur: what sort of mechanism is available for support if they are working at a state library meeting or other group? Kate: lot of discussion at GC about how to take this concept and communicate it better, how to roll it out. Anne Prestamo: how Ambassador Program might seem a little daunting. Tools made available. Communications Committee is charged to get the ‘energy’ going with GC delegates and their colleagues. We will be expanding the efforts of the Ambassador Program to all GC delegates, asking them to volunteer to work a shift at the booth.

#### Marketing Materials

- The Marketing subcommittee has revised the ARC brochure and the Ambassador information sheet. Documents were attached. Kate asked the committee to review and if there are any questions about what the Mktg sub-committee has done with these materials, let Kate know. Please review the brochure and give suggestions to Kate. Teresa: having this handout is really helpful; as well as the badge. Badges help to distinguish Ambassadors from OCLC staff. Having brochures and handouts help to bring familiarity and recognition.

#### New business?

- Wilbur: anything for next meeting? Hearing nothing, Wilbur encouraged members to send comments to him or Kate.
- Next meeting on 3<sup>rd</sup> Thursday – Dec. 15<sup>th</sup> (2pm Eastern)
- Meeting adjourned at 3:00 p.m.